

Antonio L. Pérez

Web & Data Analyst | Machine Learning & AI

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EDUCATION

BIG School

Jun 2026

Master in Data Science and Artificial Intelligence (400h)

Málaga, Spain

- Relevant Coursework: **Machine Learning** (supervised & unsupervised), **Explainable AI**, **Statistical Modeling**, **Python**, **SQL**, Cloud Analytics, Tableau.
- Hands-on projects in predictive modeling, EDA and end-to-end data solutions on real-world datasets.

Windup Business School

Jan 2025

Master in Digital Marketing (532h)

Málaga, Spain

- Specialization in **GA4**, **Google Tag Manager**, SEO/SEM, Paid Media, CRO and digital measurement strategy.

University of Málaga

Jun 2024

B.A. Marketing and Market Research

Málaga, Spain

- Relevant Coursework: Applied Statistics, Quantitative & Qualitative Analysis, Consumer Behavior, Business Strategy.

EXPERIENCE

Digital Analyst

Mar 2025 — Present

Paraty Tech

Málaga, Spain

- Owned end-to-end measurement of the booking funnel across **1300+ hotel websites** using **GA4**, **Google Tag Manager** (DataLayer, DebugView, PreviewMode) and BigQuery.
- Designed and maintained **100+ interactive dashboards** in **Power BI** and **Data Studio** tracking conversion, revenue and UX KPIs used daily by Product, Marketing and Operations.
- Conducted user-behavior analyses combining GA4 with **Hotjar** and **Clarity** to identify friction points in the reservation flow and inform the **A/B testing** roadmap.
- Applied **SQL** and **Python** (pandas, NumPy) for ad-hoc analysis, reporting automation and data-quality validation across the data platform.

Digital Analytics Junior

Sept 2024 — Apr 2025

Windup Business

Málaga, Spain

- Implemented and QA'd **GA4** and **GTM** tracking (events, conversions, DataLayer) for **20+ ecommerce and B2B clients**, from scoping to validation.
- Built reporting dashboards in **Data Studio** and **Power BI** surfacing the KPIs driving Paid Media, SEO and CRO decisions.
- Led analytics audits to detect tracking inconsistencies and improve data quality before they impacted campaign decisions.
- Collaborated cross-functionally with Paid Media, SEO and CRO teams to align measurement requirements with optimization goals.

Team Leader

2022 — 2025

Taco Bell (part-time, alongside university studies)

Málaga, Spain

- Led teams of **8 to 12 people** across high-volume shifts; managed scheduling, training and inventory control.
- Built cross-functional collaboration, prioritization under pressure and operational decision-making skills.

PROJECTS

End-to-End Fraud Detection Pipeline | *Python, scikit-learn, pandas, Matplotlib*

2026

- Built a complete ML pipeline on 590,000 real transactions: EDA, feature engineering, supervised classification and decision-threshold optimization to maximize fraud recall under realistic operational constraints.
- Published in [personal portfolio](#).

Roometrics | *Digital Analytics SaaS*

2026

- Built and launched a privacy-first, cookieless web analytics SaaS designed for seamless tracking without compromising user data privacy or requiring cookie banners. Implemented lightweight client-side collection and a streamlined dashboard to deliver real-time traffic insights, high data accuracy, and full GDPR compliance.
- Live at [roometrics.es](#)

SKILLS

Languages: Python, SQL, JavaScript, R (basic).

Frameworks/Libraries: pandas, NumPy, scikit-learn, Matplotlib, Seaborn, Jupyter.

Analytics & BI: Google Analytics 4, Google Tag Manager, BigQuery, Power BI, Looker Studio, Tableau, Hotjar, Clarity.

Cloud & Tools: Google Cloud Platform, AWS, Airflow, Git, GitHub, VS Code, Excel (advanced).

Marketing & Optimization: A/B testing, CRO, Google Ads, Meta Ads, attribution modeling.

CERTIFICATIONS

SQL (Advanced) Certificate — HackerRank, 2025.

Google Analytics 4 Certification — Google Skillshop, 2026.

HubSpot Marketing Software — HubSpot Academy, 2026.

Google Data Analytics Professional Certificate — Coursera, 2026.

Microsoft AI-900 Training — Windup Training, 2024

GA4 Mastery — Optimize Smart (Himanshu Sharma), 2025

Microsoft Azure Fundamentals (AZ-900) — Microsoft, in progress

LANGUAGES

Spanish: Native.

English: B2 First certificate.

AWARDS & EXTRAS

TalentLab Málaga, Top 25 Finalist, 2025

2025

Selected among 25 finalists in a 3-day intensive talent program organized by FYCMA and Diario SUR, connecting Málaga's top young professionals with leading regional companies through curated dynamics, panels and networking sessions.